

ORDER



Orders	Order / Rev:	<u>107645</u>				
	Alt Order #:	<u>06862042</u>				
	Product Desc:	<u>Horsford/DCCC</u>				
	Estimate:	<u>2011</u>				
	Flight Dates:	<u>10/12/12 - 10/18/12</u>	Primary AE:	<u>Amy McCreary</u>		
	Original Date / Rev:	<u>10/09/12 / 10/10/12</u>	Sales Office:	<u>BLPHI</u>		
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>National</u>		
Agency	Name:	<u>GMMB, Inc./ Washington D.C.</u>				
	Buying Contact:				Billing Type:	<u>Cash</u>
	Billing Contact:				Billing Calendar:	<u>Broadcast</u>
		<u>Washington Harbor</u>	Billing Cycle:			<u>EOM/EOC</u>
		<u>Washington, DC 20007</u>	Agency Commission:			<u>15%</u>
Advertiser	Name:	<u>DCCC/ Horsford</u>			New Business Thru:	
	Demographic:	<u>A35+</u>			Order Separation:	<u>00:05:00</u>
	Product Codes:	<u>PLC02</u>			Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>			Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>				

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/18/12	30	\$41,225.00	\$35,041.25	October 2012	30	\$41,225.00	\$35,041.25	0.00
					Totals	30	\$41,225.00	\$35,041.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	21%	\$41,225.00
Market	100%	\$196,309.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$45,151.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,225.00
KTUD	0%	\$0.00
KVVU	24%	\$47,114.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	11%	\$21,594.05

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a	WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagner	CM		430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/14/12 - 10/20/12																
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a	WakeUp w/Wagners		6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 4	KSNV	10/12/12	10/18/12	Today Show	CM		658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 5	KSNV	10/13/12	10/13/12	Saturday Today	CM		7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 - 10/14/12																
E 6	KSNV	10/14/12	10/14/12	Meet the Press	CM		8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 - 10/14/12																
E 7	KSNV	10/12/12	10/18/12	Dr. Phil	CM		3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 8	KSNV	10/12/12	10/18/12	M-F Early News	CM		5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy	CM		630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 10	KSNV	10/12/12	10/18/12	M-F Wheel	CM		7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 11	KSNV	10/12/12	10/18/12	Face to Face/Ralston Report	CM		730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 - 10/18/12																
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM		8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 - 10/21/12																
E 14	KSNV	10/14/12	10/14/12		CM		1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00

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Product Desc: Horsford/DCCC
Estimate: 2011